News release

Innovative forecast service for Scottish Television launched

6 November 2006

The Met Office today launched a new, innovative television weather forecast service for Scottish Television (STV), covering the Northern and Central regions.

Dynamic 3D graphics, designed and implemented by the Met Office, are used alongside either voiced-over or presented weather bulletins, produced and supported by dedicated STV presenters. Weather briefings will be provided to STV throughout the day, including access to forecasters in the event of any major weather news story.

A snapshot of Glasgow's forecast from the new 'fly-through' 3D graphics.

Paul Mills, Head of the Media Business Unit, said, "With innovation at the heart of our media clients' business, our trusted brand and WeatherEye graphics system have enabled us to produce informative bulletins that can dovetail new media applications, including broadband and mobile."

The service is supported by a fresh new STV online weather service to be launched in the New Year. The Met Office Media team, worked closely with STV managers, designers and technical staff to ensure a successful and timely installation of the innovative equipment, ahead of the onset of the Scottish winter.

Notes:
The contract with STV runs until January 2008.

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